



# AWS Public Sector Summit 2017

## Breakout Session Speaker

### Event Details:

- Date: Monday, June 12-14, 2017
- Pre Day: Monday, June 12, 2017
- General Sessions & Keynotes: Tuesday, June 13- Wednesday, June 14, 2017
- Location: [Walter E. Washington Convention Center](#) - 801 Mt Vernon Pl NW, Washington, DC 20001
- Event Page & Registration: <http://amzn.to/2piwmlA>

### Quick Links:

- **AWS Speakers Register [Here](#).** Please register as a “Speaker.”
- **Speaker Resource Center (SRC) URL:** <https://summitps.smarteventscld.com/content/login.do>
- **Agenda:** <https://summitps.smarteventscld.com/connect/search.ww#loadSearch-searchPhrase=&searchType=session&tc=0&sortBy=abbreviationSort>

### Session Details:

- Breakout sessions are 50 minutes long, which includes Q&A (optional).
- All slide decks will be shared in PDF format on SlideShare after the event.
- Final slide decks are due Friday, May 26 – templates can be found in the SRC.

### Speaker FAQ

#### ***When and where does the DC Public Sector Summit take place?***

The Summit takes place at [Walter E. Washington Convention Center](#), located at 801 Mt Vernon Pl NW, Washington, DC 20001 on June 12-14, 2017. General Sessions and keynotes occur on June 13-14. [Map linked here](#).

#### ***How do I register for the event?***

AWS speakers (and other employees) should register for the DC Public Sector Summit via this [registration URL](#).

#### ***What’s the Summit agenda?***

The Summit takes place on Tuesday, June 13 and Wednesday, June 14 with a pre-day on Monday, June 12. Agenda overview below. Full agenda can be found [here](#).

Tuesday, June 13, 2017 - Day 1	Wednesday, June 14, 2017 - Day 2
7:00 - 8:30 AM ET – Registration & Breakfast	8:00 - 9:00 AM ET – Networking Breakfast
8:45 AM - 5:20 PM - Concurrent Breakout Sessions	9:00 AM - 10:30 AM - Keynote Address
8:45 AM - 9:35 AM - Breakouts #1	10:30 AM - 11:00 AM - Networking Break
9:45 AM- 10:35 AM - Breakouts #2	11:00 AM - 5:20 PM - Concurrent Breakout Sessions
10:35 AM - 11:00 AM - Networking Break	11:00 AM - 11:50 AM - Breakouts #1
11:15 AM - 12:45 PM - Keynote Address	12:00 PM - 12:45 PM - Networking Luncheon
12:45 - 1:45 - Networking Luncheon	1:00 PM - 1:50 PM - Breakouts #2

2:00 PM - 2:50 PM - Breakouts #3	2:00 PM - 2:50 PM - Breakouts #3
3:00 PM- 3:30 PM - Networking Break	3:00 PM- 3:50 PM - Breakouts #4
3:30 PM - 4:20 PM - Breakouts #4	4:00 - 4:50 PM - Breakouts #5
4:30 PM - 5:20 PM - Breakouts #5	5:00 PM - 6:30 PM - Closing Reception
5:30 PM - 7:00 PM - Opening Reception	

### ***Who are the target attendees?***

The Summits target existing AWS customers as well as prospects who wish to gain a deeper technical education and educate those who are new to cloud services and are interested in learning more about AWS. Attendee demographics are comprised of all technology related job roles with the majority of attendees identifying as developers, engineers, or IT decision makers from the government, nonprofit, and education industries. Over 95% of attendees live in close (within driving) proximity to the Summit venue. This group is predominantly male with an age range of 25-55 years. We are planning for over 6,000 attendees in Washington, DC in 2017.

### ***Where is the event PowerPoint template?***

The PowerPoint template is posted on the Summit event SharePoint site, linked here, as well as the Speaker Resource Center. There are light and dark options provided for each city. Feel free to choose the design that best fits your content.

### ***Do I have to use the event PowerPoint template?***

Yes, but you have the option of either the light or dark template (both are on SharePoint and the SRC).

### ***What options do I have for using graphics & images in my slide deck?***

To mitigate risk associated with using unauthorized images and media in an AWS presentation, we recommend that you use always AWS-created graphics or legally licensed images in your presentations. Options are outlined below.

Do not use company logos in any presentation unless you have express written consent to do so. The Customer References team can advise if AWS has received permission to use a specific customer logo. Contact (b) (6) or (b) (6) to advise.

#### Graphic options

1. The AWS graphic design team has created a library of 300-plus images to add some graphic flair to your presentation. [Click here](#) to view a PDF summary of the images, or a zip file of all images.
2. AWS provides simple icons to build out architectural diagrams. [Download the AWS icon set here.](#)
3. Licensing images is often not as expensive as you may think for a single use in a PowerPoint presentation. If you are looking for unique images or photographs for your slides, try some of these options to legally license use of the image.
  - a. [Getty Images](#)
  - b. [Corbis Images](#)
  - c. [Creative Commons](#)

### ***I want to use a customer's logo in my presentation. Is that OK?***

*Maybe. To be sure, check to see if that customer has signed a marketing authorization form to allow AWS logo and story use. Here's how:*

1. You will need access to Salesforce and Reference Edge. [Read more here](#) about how to get permissions if you don't already have them.
2. Access the customer's account record in Salesforce.com
3. Scroll down to the "Related Reference Content" section.

4. You will find signed authorization forms with this customer there. You can click on the “RC” URL for the uploaded form in this section to see in detail.
5. If a signed form is not in this section, then logo/story use is not permitted.
6. Additionally if you see “Logo Blacklist” in the “Reference Profile” section, logo use is by special permission only (e.g. [Nike](#)). [Contact the Customer References team](#) for more information.

### ***Should I allow time for Q&A?***

Yes, we strongly encourage Q&A since our customers really like it. Allow at least 10 minutes at the end of your presentation for this—you will have 50 minutes total. There will be microphones in the aisles and Q&A will be recorded as part of the session, and posted to YouTube post-event.

### ***I don't want to do Q&A. Do I have to?***

No, Q&A is not required. If you decide to NOT have it, we recommend that you discuss this during the intro part of your talk, so you set the audience expectations. Since most sessions will leave time for questions, it might be a disappointment for customers if they sit through your whole presentation thinking they'll get their Q&A time, and then be denied the opportunity. This can be easily accomplished with a short sentence like “I have a lot of information to cover so I likely won't have time for questions at the end, but feel free to email me (provide email address) or stop by the AWS booth in the expo hall.”

### ***When are the final slides due?***

Final slide decks are due Friday, May 26 in the SRC (under Session Tasks).

### ***The event isn't until June 12-14. Why do you need my final slides so early?***

All slide decks will go through a final review by the AWS technical editing team, to ensure that all AWS product names are listed (and spelled) correctly, that the presentation follow the “Do's and Don'ts” outlined by AWS Legal, and also for spelling, grammar, punctuation, AWS style, and similar concerns. Technical editors will make changes directly to the final slides. That edited slide deck will then be loaded to the presentation laptop in the breakout room. This editorial review takes some time, which is why we're asking the final slides be posted a week before the event.

### ***I have a customer presenting in my session. Does the customer need to sign something?***

All non-AWS presenters (customers, partners, and so on) need to sign the Event Participation Agreement (EPA). This form can be signed within the Speaker Resource Center.

The EPA is specific to the DC Summit, so if you have a customer presenting at another Summit as well, they will need to sign the EPA specific to each event. The agreement must be signed before the speaker goes on stage.

### ***Are customer speakers reimbursed for travel & expenses incurred as part of presenting at the Summit?***

No. AWS does not pay for customer speaker participation in the breakout sessions.

### ***When and where do I go for my session?***

After picking up your event badge at the main registration, plan on being at your breakout session room at least 15 minutes before the start of your session. There are very few breaks, so you will most likely not have access to the room prior to your session. See agenda here.

### ***I want to run through my slides before I present. Can I do that in my breakout room?***

This is tricky. If there is a break before your session, you may be able to.

### ***Is there a speaker prep room onsite?***

Yes, Room 204 B, Walter E. Washington Convention Center. This dedicated speaker prep onsite is simply a quiet space where speakers can review their slide decks and meet with fellow presenters. This room will be open to AWS employees as well as external customer speakers.

### **Are the sessions going to be filmed?**

Yes. All the breakout sessions including the Q&A portion will be filmed and posted to the [AWS YouTube channel](#). Read more about the post-show content plan, below.

### **Is there a dress code for presenters?**

As always, we're Amazon casual so there is no formal dress code just because you are presenting. Err on the side of casual—jeans over a suit. If your session is being filmed, we ask that you follow these tips to look your best on camera:

- Consider a solid, mid-toned shirt or blouse.
- The stage backdrop will be a black drape, so avoid wearing a black or dark blue shirt.
- Avoid thin or fine patterns on your shirt or blouse (herringbone, checks, stripes, dots, and so on) as they will cause a moiré pattern on-screen.
- Consider a shirt or blouse with a collar (this allows a more discreet microphone attachment).

Below please see a layout of the room setup.



### **Post-Event Information**

#### **Are the sessions being recorded?**

Yes. All sessions will be video recorded and posted to the AWS YouTube channel after the event. Q&A will be included in the session recording. The recordings will show both the speaker and slide and data feed concurrently (no cutting back and forth). The viewing interface will look like this:

Our goal is to get videos posted within a week of the event, so in the interest of expediency, there will be no formal review process of the videos. If, for some reason, a session video should NOT be posted, it's up to the session owner and/or speaker to email (b) (6) within a day of the event to let her know details.

**Will the slides be available to attendees after the event?**

Yes. Slides will be posted to the AWS SlideShare page in PDF format. Speaker notes are not included.

**Will my session have an evaluation? How do people fill it out and how do I get the results?**

Yes, there will be an overall event evaluation distributed at registration and specific breakout sessions will have an evaluation within the mobile app. Details on how attendees will complete session evaluations are forthcoming. We strongly encourage you to call out the evaluation in your presentation (a slide is included in the PowerPoint template) to remind your session attendees to complete the form. Additional details on how the evaluations will be distributed is forthcoming.

**Promotional Opportunities**

**Social Media**

- Please provide your Twitter handle and/or the Twitter handle for your organization prior to the Summit. Our social media team will use this during the keynote.
- If you have any specific quotes or product mentions (for example, if you reference a book or movie), please provide those in advance as well. We can leverage these on Twitter during your presentation.
- The hashtag for the event is [#AWSPSSummit](#). During the event we will tweet from [@AWScloud](#), [@AWS Gov](#), and [@AWS Edu](#), so please follow along.

**On- Site POC:**

If you have any questions or need any assistance, please reach out to (b) (6) :

Email: (b) (6) [@amazon.com](#)

Mobile: (b) (6)

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